

AMENDMENTS TO THE CLAIMS

Claim 1 (original): A method for providing incentive to a user to receive information, the method comprising:

providing a programming broadcast signal;
providing a token with the programming broadcast signal;
providing a token capture device configured to receive the token during the providing of the programming broadcast signal; and
providing an incentive for using the token capture device to receive the token.

Claim 2 (original): The method according to claim 1, wherein the token capture device is further configured to process the token.

Claim 3 (original): The method according to claim 1, wherein the token is contained within the programming broadcast signal.

Claim 4 (original): The method according to claim 1, wherein the programming broadcast signal embodies a television broadcast.

Claim 5 (original): The method according to claim 1, wherein the token is a light token.

Claim 6 (original): The method according to claim 1, wherein the token is an audio token.

Claim 7 (original): The method according to claim 1, wherein the token is an infrared token.

Claim 8 (original): The method according to claim 1, wherein the programming broadcast signal embodies a radio broadcast.

Claim 9 (original): The method according to claim 8, wherein the token is an audio token.

Claim 10 (original): The method according to claim 1, wherein the incentive comprises providing a reward in exchange for redemption of a token capture device having indication thereon of a received token signal.

Claim 11 (original): The method of claim 1, wherein the information is advertising.

Claim 12 (original): The method according to claim 10, further comprising collecting personal information from a person during the redemption of the token capture device.

Claim 13 (original): The method according to claim 12, further comprising:
storing the collected personal information; and
using the stored collected personal information in a demographic analysis.

Claims 14-37 (canceled)

Claim 38 (original): A system for providing incentive to receive advertising, the system comprising:

- a broadcast signal;
- a token signal associated with the broadcast signal;
- a token capture device configured to receive the token signal; and
- a means for providing incentive to cause the token capture device to receive the token signal.

Claim 39 (original): The system according to claim 38 wherein the incentive comprises allowing redemption of a token capture device having indication thereon of a received token.

Claim 40 (original): The system according to claim 39 wherein the redemption comprises exchange of the token capture device having indication thereon of the received token for a prize.

Claim 41 (original): The system according to claim 38 wherein the broadcast signal comprises an advertisement.

Claim 42 (original): The system according to claim 38 wherein the broadcast signal embodies a television program.

Claim 43 (original): The system according to claim 38 wherein the broadcast signal embodies a motion picture film.

Claim 44 (original): The system according to claim 38 wherein the broadcast signal embodies a radio program.

Claim 45 (original): The system according to claim 38 wherein the broadcast signal embodies a computer software program.

Claim 46 (original): A method for providing incentive to receive advertising, the method comprising:

- providing a programming broadcast signal;
- providing an audio token with the programming broadcast signal;
- providing an audio token capture device configured to receive the token during the providing of the programming broadcast signal; and
- providing an incentive for causing the token capture device to receive the token.

Claims 47-50 (canceled)

Claim 51 (original): A method for marketing to consumers, the method comprising:

- providing a registration venue;
- gathering consumer information from the consumer at the registration venue; delivering advertising to the consumer at the registration venue; entering the consumer information into a database;

- furnishing to the consumer a token capture device; providing programming to the consumer;

- the consumer using the token capture device during the course of the programming;
- providing tokens during the course of the programming;

- the token capture device receiving the tokens;

the consumer returning the token capture device to a receiving venue; gathering token information from the token capture device;

delivering advertising to the consumer at the receiving venue; entering the token information into a database;

preparing promotional material based, at least in part, on the information in the database;

providing additional programming to the consumer;

providing the promotional material to the consumer in conjunction with providing the additional programming.